

# Claims

- [c1] What is claimed is:
1. A customer relationship management system comprising:  
having a database;  
having said database contain data about a gaming player; and  
allowing said data to be accessed by users of the system.
  - [c2] 2. A customer relationship management system of claim 1 further comprising having said system being accessible by a user through the Internet.
  - [c3] 3. A customer relationship management system of claim 1 further comprising having said data being historic data of said gaming player.
  - [c4] 4. A customer relationship management system of claim 3 further comprising having said historic data being the gaming history of said gaming player.
  - [c5] 5. A customer relationship management system of claim 1 further comprising having said data being the preferences of said gaming player.

- [c6] 6. A customer relationship management system of claim 1 further comprising having said system connecting to other database systems.
- [c7] 7. A customer relationship management system of claim 6 further comprising having said other database systems being used to form a junket.
- [c8] 8. A customer relationship management system of claim 1 further comprising having said system contacting said gaming player.
- [c9] 9. A customer relationship management system of claim 8 further comprising where said gaming player is contacted based on a selection criteria.
- [c10] 10. A customer relationship management system of claim 9 further comprising where said selection criteria is based on the information contained in said database.
- [c11] 11. A customer relationship management system of claim 1 further comprising where said system compares said data against a rule set.
- [c12] 12. A customer relationship management system of claim 11 further comprising where said system will notify if a rule set is broken.
- [c13] 13. A customer relationship management system of

claim 1 further comprising where said system has a communication means for players and users to contact each other.

[c14] 14. A customer relationship management system of claim 8 further comprising where said notification is an E-mail.

[c15] 15. A customer relationship management system of claim 8 further comprising where said notification is mailing.

[c16] 16. A customer relationship management system of claim 8 further comprising where said notification is telephonic.

[c17] 17. A customer relationship management system of claim 6 further comprising where said other databases are hotel reservation databases.

[c18] 18. A customer relationship management system of claim 1 further comprising having said users searching bases on qualifying criteria.

[c19] 19. A customer relationship management system of claim 8 further comprising having said users searching for a plurality of gaming players based on their playing history.

[c20] 20. A customer relationship management system of claim 8 further comprising having said users searching for a plurality of gaming players based on their gaming history.